



WTNH
8 Elm Street
New Haven, CT 06510
(203) 784-8888

CONTRACT

<u>Contract / Revision</u> 196898 /		<u>Alt Order #</u> 06839740
<u>Product</u> NEW DIRECTION PROJEC		
<u>Contract Dates</u> 08/09/12 - 08/13/12		<u>Estimate #</u>
<u>Advertiser</u> POL/New Direction Project		<u>Original Date / Revision</u> 08/13/12 / 08/13/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTNH	<u>Account Executive</u> Petry Philadelphia	<u>Sales Office</u> Petry/Philadelph
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> NDRT	<u>Product Code</u>
<u>Agency Ref</u> IN2865/SP5324/AL107		<u>Advertiser Ref</u>

And:

Luc Inc
 25 Whitlock Place
 Suite 200
 Marietta, GA 30064
 USA

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
1	WTNH	08/10/12	08/10/12	News 8 @ 5a-6a	5a-6a		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	----F--				1	\$600.00			
2	WTNH	08/10/12	08/10/12	News 8 @ 6a	6a-7a		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	----F--				1	\$750.00			
3	WTNH	08/13/12	08/13/12	News 8 @ 6a	6a-7a		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	M-----				1	\$750.00			
4	WTNH	08/09/12	08/10/12	GMA	7a-9a		:30			NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	---TF--				2	\$800.00			
5	WTNH	08/13/12	08/13/12	GMA	7a-9a		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	M-----				1	\$800.00			
6	WTNH	08/10/12	08/10/12	News 8 Noon	12p-1230p		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	----F--				1	\$600.00			
N 7	WTNH	08/10/12	08/10/12	News 8 5p-6p	5p-6p		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	----F--				1	\$1,000.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WTNH	08/06/12-08/12/12	News 8 5p-6p	5p-6p	-----F----	:30		\$1,000.00	NM		
	See MG 9.2,9.3											
8	WTNH	08/13/12	08/13/12	News 8 5p-6p	5p-6p		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	M-----				1	\$1,000.00			
N 9	WTNH	08/10/12	08/10/12	News 8 5p-6p	5p-6p		:30			NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	----F--				1	\$1,000.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

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196898 /	06839740

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
08/09/12 - 08/13/12	NEW DIRECTION PROJ	

<u>Advertiser</u>	<u>Original Date / Revision</u>
POL/New Direction Project	08/13/12 / 08/13/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
1	WTNH	08/06/12-08/12/12		News 8 5p-6p	5p-6p	-----F----	:30		\$1,000.00	NM		
		See MG 9.2,9.3										
2	WTNH	08/13/12-08/13/12		News 8 5p-6p	5p-6p	M-----	:30		\$1,000.00	NM		
		Ⓜ MG for 9.1,7.1										
3	WTNH	08/13/12-08/13/12		News 8 5p-6p	5p-6p	M-----	:30		\$1,000.00	NM		
		Ⓜ MG for 9.1,7.1										
10	WTNH	08/13/12	08/13/12	News 8 5p-6p	5p-6p		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	M-----				1	\$1,000.00			
11	WTNH	08/13/12	08/13/12	M-F 7p-730p	7p-730p		:30			NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	M-----				1	\$3,000.00			
12	WTNH	08/13/12	08/13/12	M-F 730p-8p	730p-8p		:30			NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	M-----				1	\$2,500.00			
13	WTNH	08/11/12	08/11/12	GMA SaSu	8a-9a		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----S-				1	\$600.00			
14	WTNH	08/11/12	08/11/12	Sa 7p-730p	7p-730p		:30			NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----S-				1	\$650.00			
15	WTNH	08/12/12	08/12/12	Su Good Morning 6a-8a	6a-8a		:30			NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----S				2	\$450.00			
16	WTNH	08/12/12	08/12/12	Sign-On/Sign-Off	Sign-On/Sign-Off		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----S				1	\$750.00			
17	WTNH	08/12/12	08/12/12	GMA SaSu	8a-9a		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----S				1	\$600.00			
18	WTNH	08/09/12	08/10/12	M-F 9a-10a	9a-10a		:30			NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	---TF--				2	\$600.00			
19	WTNH	08/13/12	08/13/12	M-F 9a-10a	9a-10a		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	M-----				1	\$600.00			
20	WTNH	08/10/12	08/10/12	The View	11a-12p		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	----F--				1	\$750.00			
21	WTNH	08/13/12	08/13/12	The View	11a-12p		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	M-----				1	\$750.00			
22	WTNH	08/13/12	08/13/12	Nightline	1135p-120630a		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	M-----				1	\$750.00			
23	WTNH	08/13/12	08/13/12	News 8 Noon	12p-1230p		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	M-----				1	\$600.00			
Totals											26	\$22,750.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

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08/09/12 - 08/13/12	NEW DIRECTION PROJ	

<u>Advertiser</u>	<u>Original Date / Revision</u>
POL/New Direction Project	08/13/12 / 08/13/12

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/13/12	26	\$22,750.00	\$19,337.50
Totals	26	\$22,750.00	\$19,337.50

Signature: _____ **Date:** _____

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Rep Order# 6839740 Ver# 7 Status Revised Traffic Order# 196898 Printed: 08/13/2012 11:27 AM 1 of 2

Last Received: 08/13/2012 11:26 AM

Showing Buylines: All Rep Revised Lines

Station	WTNH-TV NEW HAVEN, CT.	Agency	() LUC, INC.	Rep Firm	
Advertiser	() NEW DIRECTION PROJE		25 WHITLOCK PLACE, 2ND FL	Sales Office	() PHILADELPHIA
Product	NEW DIRECTION PROJEC		MARIETTA, GA 30064	Salesperson	() KATE BRADY
Estimate#		Agency C/P1/P2/E		Salesperson Phone#	215-567-6005
Buyer	DEVON PRESCOD	Flight Dates	08/09/2012 - 08/13/2012	Salesperson FAX#	215-567-5938
Phone#		Hiatus Weeks			

--- CONTRACT COMMENT ---

NEW DIRECTION PROJECT SC-3*

--- REMARKS ---

THIS IS A REVISED ORDER

LNS 7 & 9 N/A, MKGDS ON LNS 24-25

TOTAL REMAINS \$22750

PLS CONFIRM

THANKS KELLY

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
*7	08/10-08/10	F	5P-530P	0	:30	\$1,000.00		0		0	\$0.00	
	Buyline Comment: NEWS 1X N/A, MKGD ON LN 24 Sales Remark: V7 1X N/A, MKGD ON LN 24 V7 More than 2 codes changed											
*9	08/10-08/10	F	530P-6P	0	:30	\$1,000.00		0		0	\$0.00	
	Buyline Comment: NEWS 1X N/A, MKGD ON LN 25 Sales Remark: V7 1X N/A, MKGD ON LN 25 V7 More than 2 codes changed											
*24	08/13-08/13	M	5P-530P	1	:30	\$1,000.00		1		1	\$1,000.00	
	Buyline Comment: NEWS **MAX SEP** MKGD FOR LN 7 Sales Remark: V7 MKGD FOR LN 7 V7 Added											
*25	08/13-08/13	M	530P-6P	1	:30	\$1,000.00		1		1	\$1,000.00	
	Buyline Comment: NEWS **MAX SEP** MKGD FOR LN 9 Sales Remark: V7 MKGD FOR LN 9 V7 Added											

EC'd Yes Last Received: 08/13/2012 11:26 AM

Showing Buylines: All Rep Revised Lines

Station WTNH-TV NEW HAVEN, CT.
Advertiser () NEW DIRECTION PROJE
Product NEW DIRECTION PROIEC
Estimate#
Buyer DEVON PRESCOD
Phone#
Fax#

Agency () LUC, INC.
25 WHITLOCK PLACE, 2ND FL
MARIETTA, GA 30064
Agency C/P1/P2/E
Flight Dates 08/09/2012 - 08/13/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () KATE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

---REPORT TOTALS---

Report Totals: 2 / \$2,000.00

---SALES MONTHLY TOTALS---

Aug 12: 26 / \$22,750.00
Sales Totals: 26 / \$22,750.00
Station Totals: 26 / \$22,750.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$74,322	CABL 0%	WCCT 0%	WCTX 0%	WFSB 50%	WHCT 0%
		WRDM 0%	WTIC 8%	WTNH 30%	WUVN 0%	WVIT 10%
		XXX 0%				

Books null
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE



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<u>Advertiser</u> POL/New Direction Project		<u>Original Date / Revision</u> 08/08/12 / 08/08/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTNH	<u>Account Executive</u> Petry Philadelphia	<u>Sales Office</u> Petry/Philadelph
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> NDRT	<u>Product Code</u>
<u>Agency Ref</u> IN2865/SP5324/AL107		<u>Advertiser Ref</u>

And:

Luc Inc
25 Whitlock Place
Suite 200
Marietta, GA 30064
USA

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WTNH	08/10/12	08/10/12	News 8 @ 5a-6a	5a-6a		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/06/12	08/12/12	----F--				1	\$600.00			
N 2	WTNH	08/10/12	08/10/12	News 8 @ 6a	6a-7a		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/06/12	08/12/12	----F--				1	\$750.00			
N 3	WTNH	08/13/12	08/13/12	News 8 @ 6a	6a-7a		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	M-----				1	\$750.00			
N 4	WTNH	08/09/12	08/10/12	GMA	7a-9a		:30			NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/06/12	08/12/12	---TF--				2	\$800.00			
N 5	WTNH	08/13/12	08/13/12	GMA	7a-9a		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	M-----				1	\$800.00			
N 6	WTNH	08/10/12	08/10/12	News 8 Noon	12p-1230p		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/06/12	08/12/12	----F--				1	\$600.00			
N 7	WTNH	08/10/12	08/10/12	News 8 5p-6p	5p-6p		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/06/12	08/12/12	----F--				1	\$1,000.00			
N 8	WTNH	08/13/12	08/13/12	News 8 5p-6p	5p-6p		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	M-----				1	\$1,000.00			
N 9	WTNH	08/10/12	08/10/12	News 8 5p-6p	5p-6p		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/06/12	08/12/12	----F--				1	\$1,000.00			
N 10	WTNH	08/13/12	08/13/12	News 8 5p-6p	5p-6p		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	M-----				1	\$1,000.00			
N 11	WTNH	08/13/12	08/13/12	M-F 7p-730p	7p-730p		:30			NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	M-----				1	\$3,000.00			
N 12	WTNH	08/13/12	08/13/12	M-F 730p-8p	730p-8p		:30			NM	1	\$2,500.00

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Week:		08/13/12	08/19/12	M-----				1	\$2,500.00			
N 13	WTNH	08/11/12	08/11/12	GMA SaSu	8a-9a		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----S-				1	\$600.00			
N 14	WTNH	08/11/12	08/11/12	Sa 7p-730p	7p-730p		:30			NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----S-				1	\$650.00			
N 15	WTNH	08/12/12	08/12/12	Su Good Morning 6a-8a	6a-8a		:30			NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----S				2	\$450.00			
N 16	WTNH	08/12/12	08/12/12	Sign-On/Sign-Off	Sign-On/Sign-Off		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----S				1	\$750.00			
N 17	WTNH	08/12/12	08/12/12	GMA SaSu	8a-9a		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----S				1	\$600.00			
N 18	WTNH	08/09/12	08/10/12	M-F 9a-10a	9a-10a		:30			NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	---TF--				2	\$600.00			
N 19	WTNH	08/13/12	08/13/12	M-F 9a-10a	9a-10a		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	M-----				1	\$600.00			
N 20	WTNH	08/10/12	08/10/12	The View	11a-12p		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	----F--				1	\$750.00			
N 21	WTNH	08/13/12	08/13/12	The View	11a-12p		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	M-----				1	\$750.00			
N 22	WTNH	08/13/12	08/13/12	Nightline	1135p-120630a		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	M-----				1	\$750.00			
N 23	WTNH	08/13/12	08/13/12	News 8 Noon	12p-1230p		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	M-----				1	\$600.00			
Totals											26	\$22,750.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/13/12	26	\$22,750.00	\$19,337.50
Totals	26	\$22,750.00	\$19,337.50

Signature: _____ Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

EC'd Yes Last Received: 08/10/2012 12:53 PM Showing Buylines: Last Sta Revised Lines

Station WTNH-TV NEW HAVEN, CT. Agency () LUC, INC. Rep Firm () PHILADELPHIA
Advertiser () NEW DIRECTION PROJE 25 WHITLOCK PLACE, 2ND FL Sales Office ()
Product NEW DIRECTION PROJE MARIETTA, GA 30064 Salesperson () KATE BRADY
Estimate# Agency C/P1/P2/E Flight Dates 08/09/2012 - 08/13/2012 Salesperson Phone# 215-567-6005
Buyer DEVON PRESCOD Hiatus Weeks Salesperson FAX# 215-567-5938
Phone#
Fax#

--- CONTRACT COMMENT ---
NEW DIRECTION PROJECT SC=*

--- REMARKS ---
SEE LNS 7 & 9 FOR NA'S AND MKGD OFFERS FOR TODAY 8/13
PLS ADDRESS ASAP
THX, KELLY

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
*7	08/10-08/10	F	5P-530P	1	:30	\$1,000.00		1		1	\$1,000.00	
Buyline Comment: NEWS												
Station Remark: V6 LN NA DUE SPCL REPORT OFFERING STGP TODAY 8/13												
*9	08/10-08/10	F	530P-6P	1	:30	\$1,000.00		1		1	\$1,000.00	
Buyline Comment: NEWS												
Station Remark: V6 LN NA DUE SPCL REPORT OFFEIRNG STP TODAY 8/13												

---REPORT TOTALS---
Report Totals: 2 / \$2,000.00

---SALES MONTHLY TOTALS---
Aug 12: 26 / \$22,750.00
Sales Totals: 26 / \$22,750.00
Station Totals: 26 / \$22,750.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$74,322	CABL 0%	WCCT 0%	WCTX 0%	WFSB 50%	WHCT 0%
		WRDM 0%	WTIC 8%	WTNH 30%	WUVN 0%	WVIT 10%
		XXX 0%				

EC'd Yes Last Received: 08/10/2012 12:53 PM Showing Buylines: All Rep Revised Lines

Station WTNH-TV NEW HAVEN, CT. Agency () LUC, INC. Rep Firm () PHILADELPHIA
 Advertiser () NEW DIRECTION PROJE 25 WHITLOCK PLACE, 2ND FL Sales Office ()
 Product NEW DIRECTION PROJEC MARIETTA, GA 30064 Salesperson () KATE BRADY
 Estimate# Agency C/P1/P2/E Flight Dates 08/09/2012 - 08/13/2012 Salesperson Phone# 215-567-6005
 Buyer DEVON PRESCOD Hiatus Weeks Salesperson FAX# 215-567-5938
 Phone#
 Fax#

--- CONTRACT COMMENT ---
 NEW DIRECTION PROJECT SC=*

--- REMARKS ---
 RESEND FOR PPWK PURPOSES
 LN 16 NOT N/A
 TOTAL REMAINS \$22750
 PLS CONFIRM
 THANKS KELLY

08/8/10

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
*16	08/12-08/12	SU	9A-10A	1	:30	\$750.00		1		1	\$750.00	
Buyline Comment: THIS WEEK												
Sales Remark: V5												
V5 Comment Changed												

---REPORT TOTALS---
 Report Totals: 1 / \$750.00

---SALES MONTHLY TOTALS---
 Aug 12: 26 / \$22,750.00
 Sales Totals: 26 / \$22,750.00
 Station Totals: 26 / \$22,750.00
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$74,322	CABL	0%	WCCT	0%	WCTX	0%	WFSB	50%	WHCT	0%
		WRDM	0%	WTIC	8%	WTNH	30%	WUVN	0%	WVIT	10%
		XXX	0%								

Last Received: 08/08/2012 10:01 AM

Showing Buylines: Last Sta Revised Lines

Station WTNH-TV NEW HAVEN, CT. Agency () LUC, INC. Rep Firm () PHILADELPHIA
Advertiser () NEW DIRECTION PROJE 25 WHITLOCK PLACE, 2ND FL Sales Office ()
Product NEW DIRECTION PROJE MARIETTA, GA 30064 Salesperson () KATE BRADY
Estimate# Agency C/P1/P2/E Flight Dates 08/09/2012 - 08/13/2012 Salesperson Phone# 215-567-6005
Buyer DEVON PRESCOD Hiatus Weeks Salesperson FAX# 215-567-5938
Phone#
Fax#

--- CONTRACT COMMENT ---

NEW DIRECTION PROJECT SC=*

--- REMARKS ---

SEE LN 16 SPOT HAS BEEN REINSTATED. SEND COMMENT WILL
CONFIRM BACK
THX, KELLY

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
*16	08/12-08/12	SU	9A-10A	1	:30	\$750.00		1		1	\$750.00	
Buyline Comment: THIS WEEK												
Station Remark: V4 DISREGARD ST V2, SPOT HAS BEEN REINSTATED												

---REPORT TOTALS---

Report Totals: 1 / \$750.00

---SALES MONTHLY TOTALS---

Aug 12: 26 / \$22,750.00
Sales Totals: 26 / \$22,750.00
Station Totals: 26 / \$22,750.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$74,322	CABL 0%	WCCT 0%	WCTX 0%	WFSB 50%	WHCT 0%
		WRDM 0%	WTIC 8%	WTNH 30%	WUVN 0%	WVIT 10%
		XXX 0%				

Books null
Demos RA35+

EC'd Yes Last Received: 08/08/2012 10:01 AM Showing Buylines: Last Sta Revised Lines

Station WTNH-TV NEW HAVEN, CT. Agency () LUC, INC. Rep Firm () PHILADELPHIA
Advertiser () NEW DIRECTION PROJE 25 WHITLOCK PLACE, 2ND FL Sales Office () KATE BRADY
Product NEW DIRECTION PROJEC MARIETTA, GA 30064 Salesperson ()
Estimate# Agency C/P1/P2/E Flight Dates 08/09/2012 - 08/13/2012 Salesperson Phone# 215-567-6005
Buyer DEVON PRESCOD Hiatus Weeks Salesperson FAX# 215-567-5938
Phone#
Fax#

--- CONTRACT COMMENT ---
NEW DIRECTION PROJECT SC=*

--- REMARKS ---
SEE LN 16 FOR NA AND MKGD OFFER. PLS ADDRESS ASAP
THX, KELLY

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
*16	08/12-08/12	SU	9A-10A	1	:30	\$750.00		1		1	\$750.00	
Buyline Comment: THIS WEEK												
Station Remark: V2 LN NA DUE SOTP OFFERING NIGHTLINE 8/13 NCIR												

---REPORT TOTALS---
Report Totals: 1 / \$750.00

---SALES MONTHLY TOTALS---
Aug 12: 26 / \$22,750.00
Sales Totals: 26 / \$22,750.00
Station Totals: 26 / \$22,750.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$74,322	CABL	0%	WCCT	0%	WCTX	0%	WFSB	50%	WHCT	0%
		WRDM	0%	WTIC	8%	WTNH	30%	WUVN	0%	WVIT	10%
		XXX	0%								

Books null
Demos RA35+

Rep Order#	6839740	Ver#	1	Status	New
EC'd	Yes				

Traffic Order# 190898

Printed: 08/08/2012 10:04 AM
Last Received: 08/08/2012 9:34 AM
Showing Buylines: All Lines

1 of 4

Station WTNH-TV NEW HAVEN, CT.
Advertiser () .NEW DIRECTION PROJE
Product NEW DIRECTION PROJEC
Estimate#
Buyer DEVON PRESCOD
Phone#
Fax#

Agency () LUC, INC.
25 WHITLOCK PLACE, 2ND FL
MARIETTA, GA 30064
Agency C/P1/P2/E
Flight Dates 08/09/2012 - 08/13/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () KATE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

NEW DIRECTION PROJECT SC=*

---REMARKS---

THIS IS A NEW ORDER

CLIENT: NEW DIRECTION PROTECT

OUR TOTAL IS \$22750

PLS CONFIRM

THANKS KELLY

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
1	08/10-08/10	F	530A-6A	1	:30	\$600.00		1		1	\$600.00	
	Buyline Comment: GOOD MRN CT											
2	08/10-08/10	F	6A-7A	1	:30	\$750.00		1		1	\$750.00	
	Buyline Comment: GOOD MRN CT											
3	08/13-08/13	M	6A-7A	1	:30	\$750.00		1		1	\$750.00	
	Buyline Comment: GOOD MRN CT											
4	08/09-08/10	TH-F	7A-9A	2	:30	\$800.00		2		1	\$1,600.00	
	Buyline Comment: GMA											
5	08/13-08/13	M	7A-9A	1	:30	\$800.00		1		1	\$800.00	
	Buyline Comment: GMA											
6	08/10-08/10	F	12P-1230P	1	:30	\$600.00		1		1	\$600.00	
	Buyline Comment: NEWS											
7	08/10-08/10	F	5P-530P	1	:30	\$1,000.00		1		1	\$1,000.00	
	Buyline Comment: NEWS											

Rep Order#	Ver#	Status	New
6839740	1		
EC'd Yes			

Traffic Order#

Printed: 08/08/2012 10:04 AM
Last Received: 08/08/2012 9:34 AM
Showing Buylines: All Lines

2 of 4

Station	WTNH-TV NEW HAVEN, CT.
Advertiser	() .NEW DIRECTION PROJE
Product	NEW DIRECTION PROJEC
Estimate#	
Buyer	DEVON PRESCOD
Phone#	
Fax#	

Agency () LUC, INC.
25 WHITLOCK PLACE, 2ND FL
MARIETTA, GA 30064
Agency C/P1/P2/E
Flight Dates 08/09/2012 - 08/13/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () KATE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
8	08/13-08/13	M	5P-530P	1	:30	\$1,000.00		1		1	\$1,000.00	
	Buyline Comment: NEWS											
9	08/10-08/10	F	530P-6P	1	:30	\$1,000.00		1		1	\$1,000.00	
	Buyline Comment: NEWS											
10	08/13-08/13	M	530P-6P	1	:30	\$1,000.00		1		1	\$1,000.00	
	Buyline Comment: NEWS											
11	08/13-08/13	M	7P-730P	1	:30	\$3,000.00		1		1	\$3,000.00	
	Buyline Comment: JEOPARDY											
12	08/13-08/13	M	730P-8P	1	:30	\$2,500.00		1		1	\$2,500.00	
	Buyline Comment: WHEEL OF FORTUNE											
13	08/11-08/11	SA	8A-9A	1	:30	\$600.00		1		1	\$600.00	
	Buyline Comment: GMA WKEND											
14	08/11-08/11	SA	7P-730P	1	:30	\$650.00		1		1	\$650.00	
	Buyline Comment: JEOPARDY											
15	08/12-08/12	SU	6A-8A	2	:30	\$450.00		2		1	\$900.00	
	Buyline Comment: GD MRN CT WKEND											
16	08/12-08/12	SU	9A-10A	1	:30	\$750.00		1		1	\$750.00	
	Buyline Comment: THIS WEEK											
17	08/12-08/12	SU	8A-9A	1	:30	\$600.00		1		1	\$600.00	
	Buyline Comment: GMA WKEND											
18	08/09-08/10	TH-F	9A-10A	2	:30	\$600.00		2		1	\$1,200.00	
	Buyline Comment: DR PHIL											

EC'd Yes Last Received: 08/08/2012 9:34 AM Showing Buylines: All Lines

Station WTNH-TV NEW HAVEN, CT.
Advertiser () NEW DIRECTION PROJE
Product NEW DIRECTION PROJE
Estimate#
Buyer DEVON PRESCOD
Phone#
Fax#

Agency () LUC, INC.
25 WHITLOCK PLACE, 2ND FL
MARIETTA, GA 30064
Agency C/P1/P2/E
Flight Dates 08/09/2012 - 08/13/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () KATE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
19	08/13-08/13	M	9A-10A	1	:30	\$600.00		1		1	\$600.00	
Buyline Comment: DR PHIL												
20	08/10-08/10	F	11A-12P	1	:30	\$750.00		1		1	\$750.00	
Buyline Comment: THE VIEW												
21	08/13-08/13	M	11A-12P	1	:30	\$750.00		1		1	\$750.00	
Buyline Comment: THE VIEW												
22	08/13-08/13	M	1135P-1205A	1	:30	\$750.00		1		1	\$750.00	
Buyline Comment: NIGHTLINE												
23	08/13-08/13	M	12P-1230P	1	:30	\$600.00		1		1	\$600.00	
Buyline Comment: NEWS												

---REPORT TOTALS---

Report Totals: 26 / \$22,750.00

---SALES MONTHLY TOTALS---

Aug 12: 26 / \$22,750.00
Sales Totals: 26 / \$22,750.00
Station Totals: 26 / \$22,750.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$74,322	CABL 0%	WCCT 0%	WCTX 0%	WFSB 50%	WHCT 0%
		WRDM 0%	WTIC 8%	WTNH 30%	WUVN 0%	WVIT 10%
		XXX 0%				

Books null
Demos RA35+

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: WTNH - TV New Haven, CT	Date: 08/08/2012
---	----------------------------

I, Devon Prescod
do hereby request station time concerning the following issue:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

SEE ATTACHED

Date of First Broadcast: 08/09/2012

Date of Last Broadcast: 08/13/2012

Total Charges: \$*****19,337.50 NET

This broadcast time will be used by: New Direction Project

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"



Yes



No



For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

08/08/2012

Date



Signature

770-427-0735

Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

